

WHAT IS CLAIMED IS:

1 1. A method for compiling a customer profile, the method comprising:
2 maintaining a database that includes identification information for a plurality
3 of customers; and
4 identifying customers who physically visit a first entity from the database
5 information, wherein some of such customers execute a transaction with the first entity and
6 some of such customers do not execute a transaction with the first entity.

1 2. The method recited in claim 1 further comprising recording which of
2 such customers execute a transaction with the first entity of which of such customers do not
3 execute a transaction with the first entity.

1 3. The method recited in claim 1 further comprising developing the
2 customer profile from the database information and from identifying the customers who
3 physically visit the first entity.

1 4. The method recited in claim 3 wherein developing the customer profile
2 comprises accessing an external database.

1 5. The method recited in claim 1 wherein identifying customers
2 comprises identifying customers biometrically.

1 6. The method recited in claim 5 wherein identifying customers
2 biometrically comprises identifying a facial feature of customers.

1 7. The method recited in claim 5 wherein identifying customers
2 biometrically comprises identifying a voice pattern of customers.

1 8. The method recited in claim 1 wherein identifying customers
2 comprises identifying customers with a card.

1 9. The method recited in claim 8 wherein the card was not originally
2 issued for identifying customers who physically visit the first entity.

1 10. The method recited in claim 8 wherein the card comprises a magnetic
2 stripe and wherein identifying customers with the card comprises reading the magnetic stripe.

03/18/2016 10:00:00 AM

1 11. The method recited in claim 8 wherein the card comprises a bar code
2 and wherein identifying customers with the card comprises reading the bar code.

1 12. The method recited in claim 8 wherein identifying customers with the
2 card comprises optically reading at least a portion of the card.

1 13. The method recited in claim 1 wherein identifying customers comprises
2 identifying customers with a personal identification number.

1 14. The method recited in claim 1 wherein identifying customers who
2 physically visit the first entity comprises identifying customers with a physical station
3 associated with a first organization, the method further comprising identifying customers who
4 visit a second entity from the database information, the second entity being associated with a
5 second organization, wherein some of such customers who visit the second entity execute a
6 transaction with the second entity and some of such customers who visit the second entity do
7 not execute a transaction with the second entity.

1 15. The method recited in claim 14 wherein identifying customers who
2 physically visit the first entity comprises identifying customers biometrically.

1 16. The method recited in claim 14 further comprising determining a
2 customer conversion efficiency for at least one of the first and second entities.

1 17. The method recited in claim 14 further comprising determining a
2 customer conversion efficiency for a combination of the first and second entities.

1 18. The method recited in claim 14 further comprising administering a
2 customer loyalty program to incentivize customers to provide the identification information.

1 19. The method recited in claim 1 further comprising determining a
2 customer conversion efficiency for the first entity.

1 20. The method recited in claim 19 wherein the customer conversion
2 efficiency comprises a ratio of a number of customers who visit the first entity and execute a
3 transaction with the first entity to a total number of customers who visit the first entity.

- 1 21. The method recited in claim 1 further comprising determining a
2 customer conversion efficiency for at least part of the first entity.
- 1 22. The method recited in claim 21 wherein the customer conversion
2 efficiency comprises a ratio of a number of customers who visit the part of the first entity and
3 execute a transaction with the part of the first entity to a total number of customers who visit
4 the part of the first entity.
- 1 23. The method recited in claim 1 further comprising administering a
2 customer loyalty program to incentivize customers to provide the identification information.
- 1 24. The method recited in claim 1 wherein the first entity comprises a
2 shop.
- 1 25. The method recited in claim 1 wherein the first entity comprises an
2 establishment.
- 1 26. The method recited in claim 1 further comprising identifying
2 customers who visit an internet site affiliated with the first entity, wherein some such
3 customers who visit the internet site execute a transaction with the first entity and some of
4 such customers who visit the internet site do not execute a transaction with the first entity.
- 1 27. The method recited in claim 1 further comprising enrolling customers
2 to obtain the identification information.
- 1 28. The method recited in claim 27 wherein enrolling customers
2 comprises, for each such customer:
3 extracting a first set of biometric data regarding the customer from a
4 verification instrument;
5 extracting a second set of biometric data directly from at least one feature of
6 the customer; and
7 comparing the first and second sets of biometric data to determine whether the
8 first and second sets of biometric data are derived from a single individual.
- 1 29. A method for compiling a customer profile, the method comprising:
2 for each of a plurality of customers, enrolling such customer by:

3 extracting a first set of biometric data regarding the customer from a
4 verification instrument;
5 extracting a second set of biometric data directly from at least one
6 feature of the customer; and
7 comparing the first and second sets of biometric data to determine
8 whether the first and second sets of biometric data are derived from a single individual;
9 maintaining a database that includes identification information for each of the
10 plurality of customers;
11 biometrically identifying customers who visit an entity from the database
12 information, wherein some of such customers execute a transaction with the entity and some
13 of such customers do not execute a transaction with the entity; and
14 determining a customer conversion efficiency for the entity.

1 30. The method recited in claim 29 further comprising administering a
2 customer loyalty program to incentivize customers to provide the identification information.

1 31. A computer system for compiling a customer profile, the computer
2 system comprising:
3 a storage device configured to store customer identification information;
4 at least one communications device configured to permit exchange of data
5 with a plurality of stations; and
6 a processor in communication with the storage device and the at least one
7 communications device, wherein the processor is configured to identify customers who
8 physically visit one of the plurality of stations at a first entity, wherein some of such
9 customers execute a transaction with the first entity and some of such customers do not
10 execute a transaction with the first entity.

1 32. The computer system recited in claim 31 wherein the processor is
2 further configured to develop a customer profile from the database information and from
3 identifying the customers who physically visit the one of the plurality of stations.

1 33. The computer system recited in claim 32 wherein the customer profile
2 comprises a customer conversion efficiency.

1 34. The computer system recited in claim 31 wherein the one of the
2 plurality of stations is associated with a first organization and wherein the processor is further

3 configured to identify customers who visit a second of the plurality of stations at a second
4 entity, wherein some of such customers who visit the second of the plurality of stations
5 execute a transaction with the second entity and some of such customers who visit the second
6 of the plurality of stations do not execute a transaction with the second entity.

1 35. The computer system recited in claim 31 wherein the processor is
2 further in communication with the internet and configured to identify customers who visit an
3 internet site affiliated with the first entity, wherein some such customers who visit the
4 internet site execute a transaction with the first entity and some such customers who visit the
5 internet site do not execute a transaction with the first entity.

1 36. A computer system for compiling a customer profile, the computer
2 system comprising:
3 storage means configured to store customer identification information;
4 communication means configured to permit exchange of data with a plurality
5 of stations; and
6 processor means in communication with the storage means and the
7 communication means, wherein the processor means is configured to identify customers who
8 physically visit one of the plurality of stations at a first entity, wherein some of such
9 customers execute a transaction with the first entity and some of such customers do not
10 execute a transaction with the first entity.

1 37. The computer system recited in claim 36 wherein the processor means
2 is further configured to develop a customer profile from the database information and from
3 identifying the customers who physically visit the one of the plurality of stations.

1 38. The computer system recited in claim 37 wherein the customer profile
2 comprises a customer conversion efficiency.

1 39. The computer system recited in claim 36 wherein the one of the
2 plurality of stations is associated with a first organization and wherein the processor means is
3 further configured to identify customers who visit a second of the plurality of stations at a
4 second entity, wherein some of such customers who visit the second of the plurality of
5 stations do not execute a transaction with the second entity.

1 40. The computer system recited in claim 36 wherein the processor means
2 is further in communication with the internet and configured to identify customers who visit
3 an internet site affiliated with the first entity, wherein some such customers who visit the
4 internet site execute a transaction with the first entity and some such customers who visit the
5 internet site do not execute a transaction with the first entity.